



## PRESS RELEASE

### **SMARTRAC Strengthens Patent Portfolio**

Amsterdam, November 9, 2011 – SMARTRAC N.V., a leading developer, manufacturer, and supplier of RFID transponders, announced that the company has enlarged its patent portfolio in the course of 2011 to more than 330 patents and patent applications. The newly issued patents expand and complement the company's comprehensive intellectual property (IP) surrounding the existing patents for technology, equipment, and the production of RFID components and related processes.

SMARTRAC holds a strong patent portfolio and pursues the strategy to produce and acquire intellectual property surrounding its key patents. The company files on average one new patent application per month based on careful cost-effectiveness considerations.

"We are very proud that we can build upon the innovative ability of our R&D departments. Over the years, the team has produced a significant amount of new technologies and processes which resulted in several important new patents and patent applications. For the future, we intend to continue investing in new technologies and processes and expanding our extensive patent portfolio steadily," said Dr. Christian Fischer, CEO of SMARTRAC.

Concomitant with its strong intellectual property, SMARTRAC has been enforcing its patents against infringements in various regions and legal spaces.

Dr. Fischer underlined: "Our significant amount of intellectual property provides us with a clear competitive advantage. Therefore, we will keep protecting our core technologies and key patents by all available lawful means. We will also continue to proceed against specific patent infringers with all certainty."

SMARTRAC's leading position in the RFID industry is based on numerous unique capabilities. The company's core competence in the manufacturing of RFID inlays has been advanced continuously via comprehensive process and engineering expertise. The company also has extensive experience in module packaging, in connecting and assembly technologies, broad knowledge of lamination processes, and in-house machine-building competence. Furthermore, SMARTRAC pursues the strategic approach of developing and producing own machinery and at the same time entering into exclusive licensing partnerships as means to secure the company's leadership position in the global RFID market.

#### **About SMARTRAC:**

SMARTRAC is a leading developer, manufacturer, and supplier of RFID components for a broad range of applications in all current frequency standards. The company produces both ready-made and customized transponders for public transport, access control, RFID-based car immobilizers, animal identification, libraries, industry, and logistics.

SMARTRAC is the global market leader in high-quality RFID inlays for electronic passports (e-passports) and contactless credit cards (e-payment) as well as for RFID transponders for public transportation applications. SMARTRAC was founded in 2000, went public in July 2006, and trades as a stock corporation under Dutch law with its registered headquarters in Amsterdam.



The company currently employs some 3,300 employees and maintains a global research and development, production, and sales network.

**If you have any questions, please contact:**

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